

The Commercialization Process and its Importance to Biodesign

Gregg Scheller

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Biography – Gregg Scheller

- Former CEO, NASDAQ-listed medical device company
- Company started in garage – 1992, public – 2005
- \$6M total investment
- \$60M in revenues – 2008: 400 employees, sales in 85 countries
- University of Missouri-Columbia graduate, mechanical engineering
- Previously started and sold another medical device company



Biography – Gregg Scheller

Currently:

- Co-Director – University of Missouri Biodesign and Innovation Program
- Board Director, Nanotechnology Enterprises, Inc.
- Board Member – Various small and startup companies
- University of Missouri – Director of Entrepreneurship and Industry Partnerships, College of Engineering





Instruments

Bausch & Lomb
Stellaris™ System



Advanced Surgical



Advanced Surgical

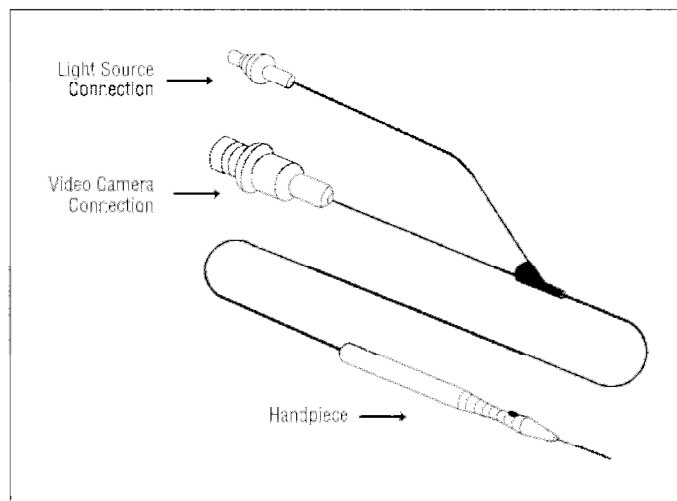
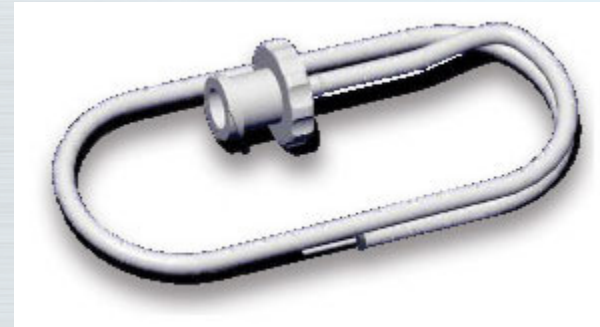
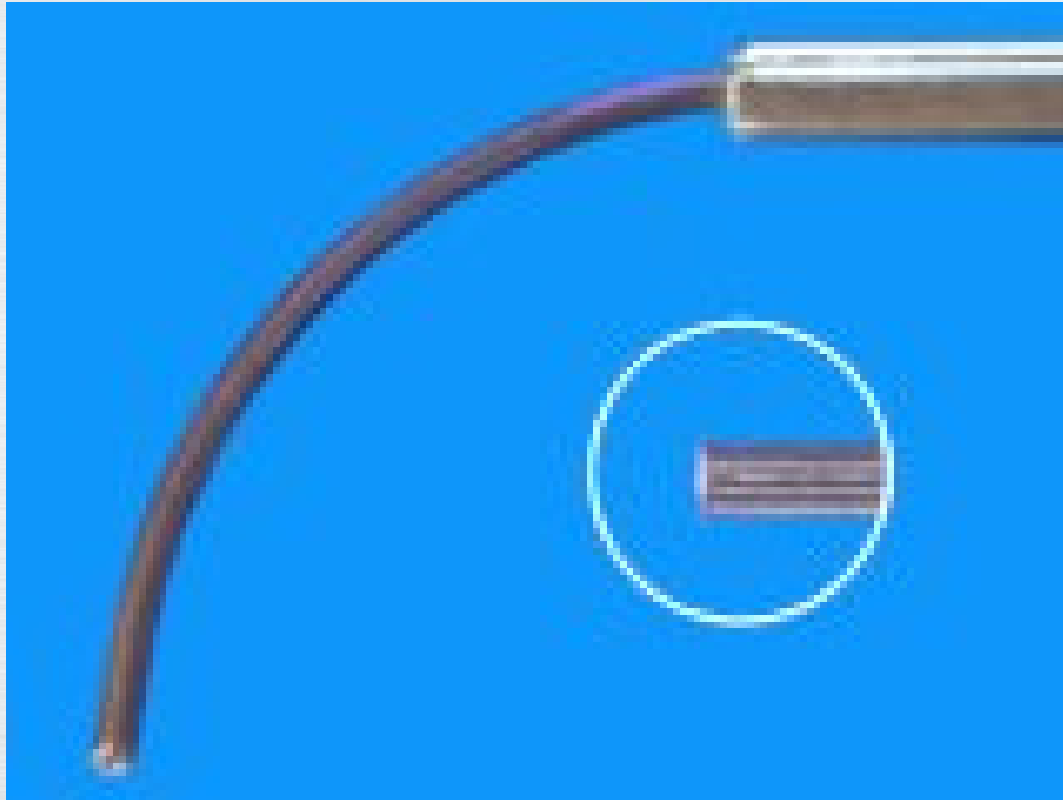


Figure 1. Disposable ophthalmic endoscopic system consists of the handpiece, fiber bundle, and connector to video as well as illumination sources.



Experience





Biodesign and Innovation Program

University of Missouri



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Inside the Startup CEO's Head

Business Plan Startup Capital
Subscription Agreements New
Designs **Business** **Model**
Regulatory Leases **Investors**
Distribution **Marketing**
Accounting **LLC** **S Corp** **C**
Corp Manufacturing **Business**
Partners ***Consultants*** **Equity**
Government **Org Chart** **Quality**
Manual **CE Mark**



Is This for You?



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Ways to Find Out

- Try
- Identify a growing field where you have some interest, passion, and expertise
- Find a way to differentiate your product or service
- Devise and prove your distribution model early



Ways to Find Out

- Join organizations that are focused on this sort of entrepreneurial activity
- WORK, WORK, WORK
- Leverage your company's assets to get what you need
- Network tirelessly
- WORK, WORK, WORK
- Participate in a startup that is not yours, but observe



MU Biodesign & Innovation Program

